

Module - 6

1. What are events in Google Analytics?

Ans. In Google Analytics, events are user interactions with content that can be tracked independently of a web page or screen load.

They allow you to measure actions that don't automatically trigger a pageview, such as clicks, video views, downloads, form submissions, or social media interactions.

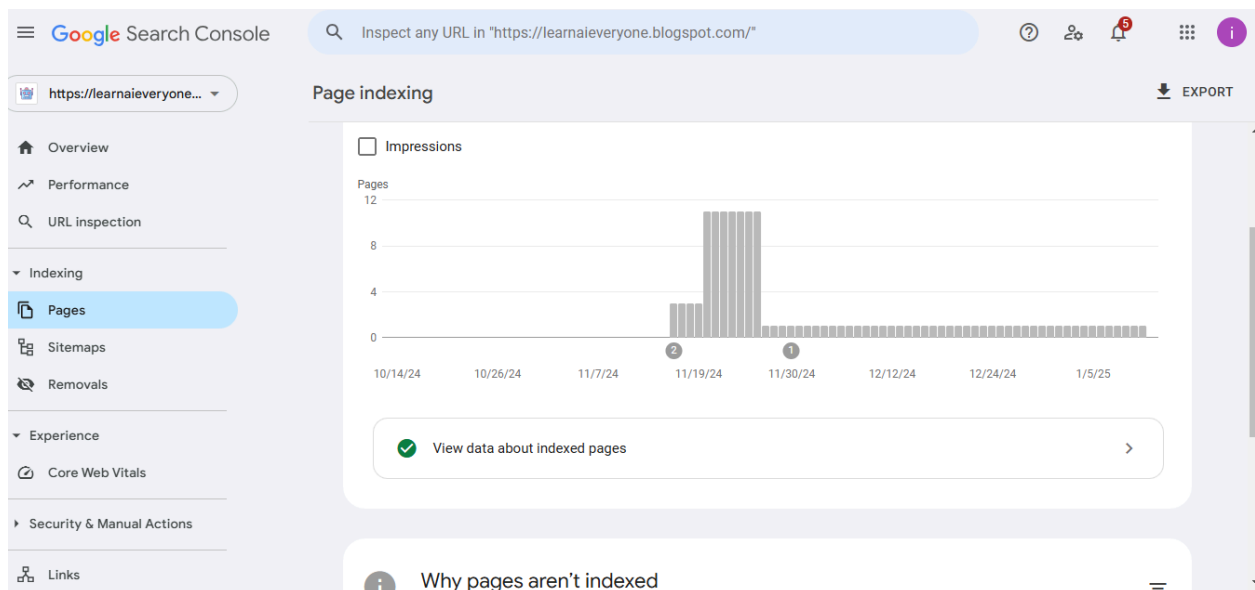
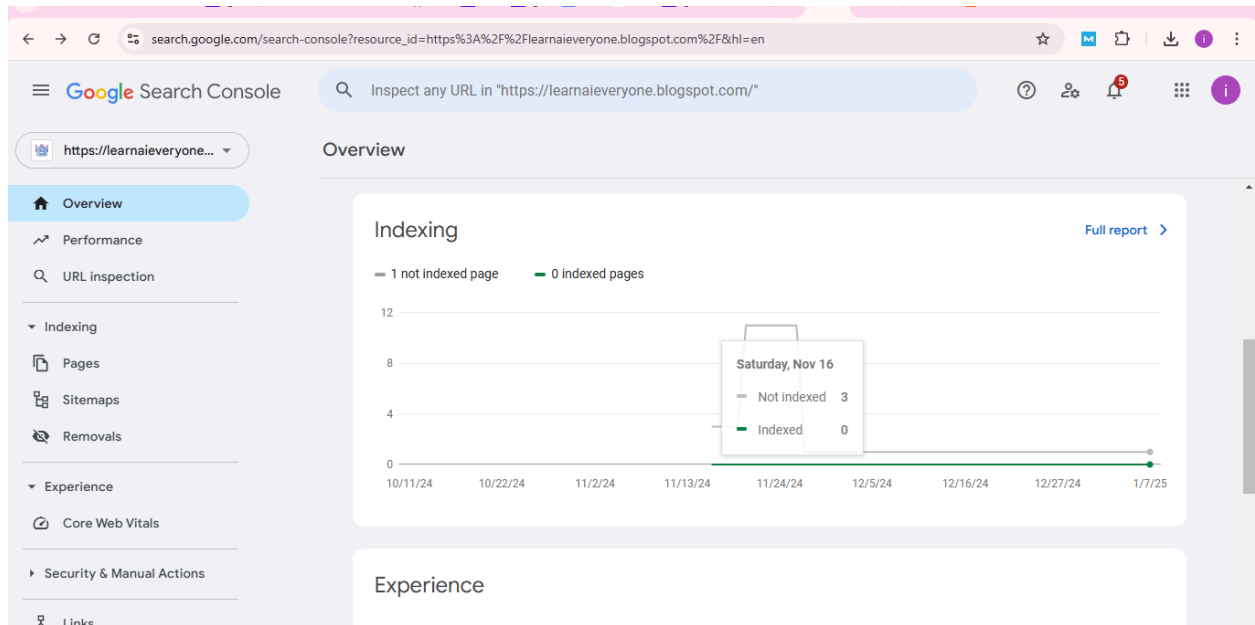
Events help provide more granular data to understand how users interact with your site or app.

Event Tracking Components:

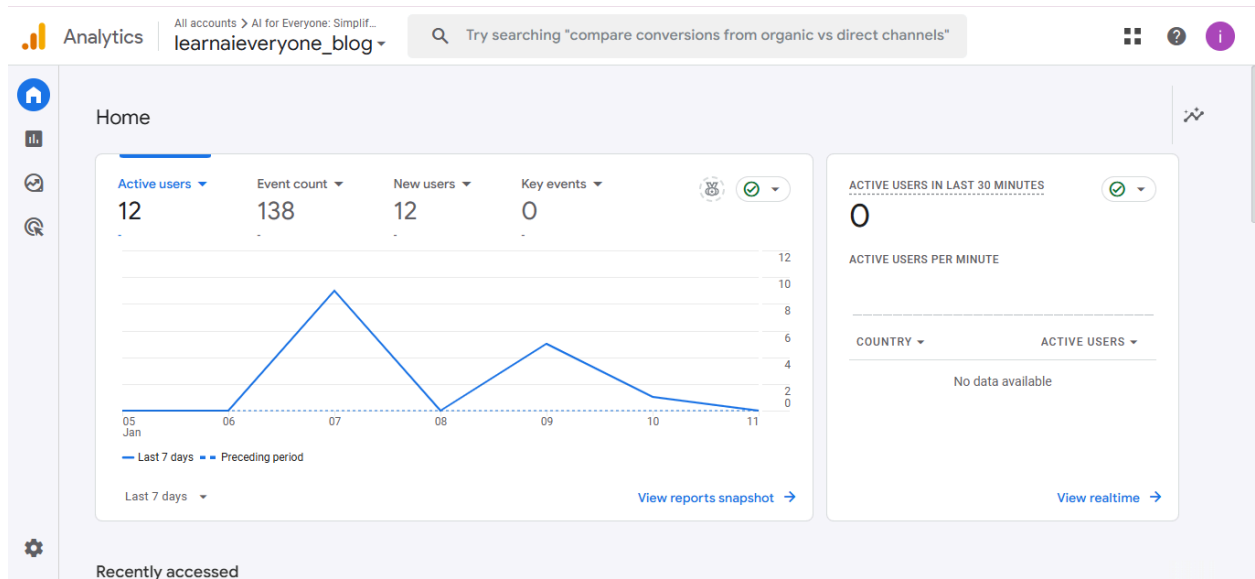
1. Category:
2. Action:
3. Label
4. Value

2. Connect your created website and blog to search console, analytics, and google tag manager and add your faculty as a user with required permission in it.

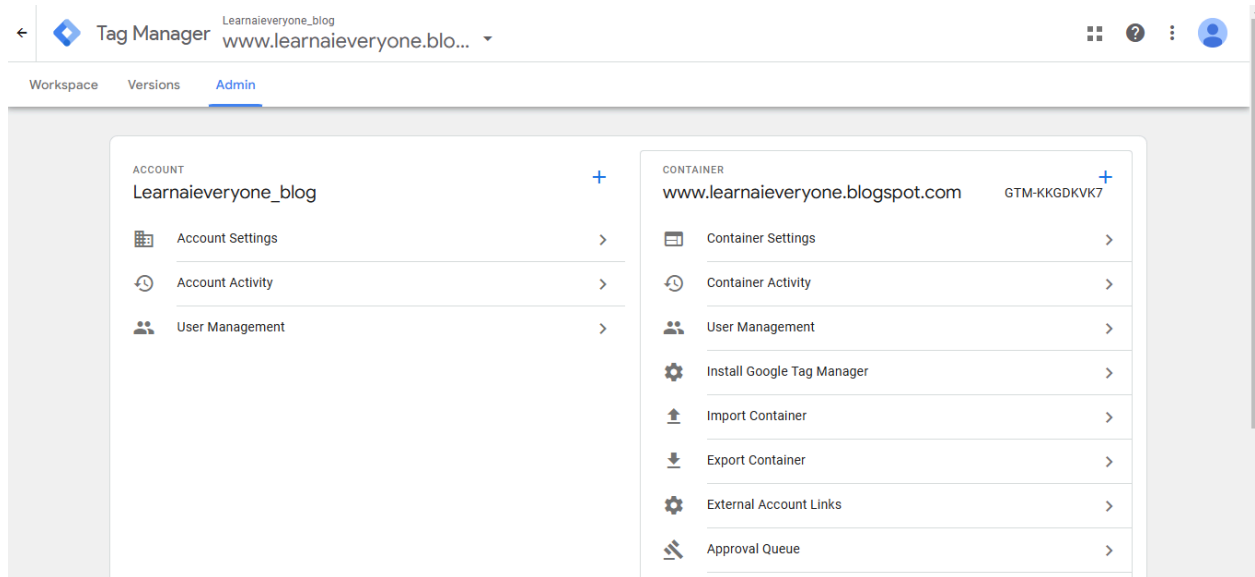
Google Search Console:



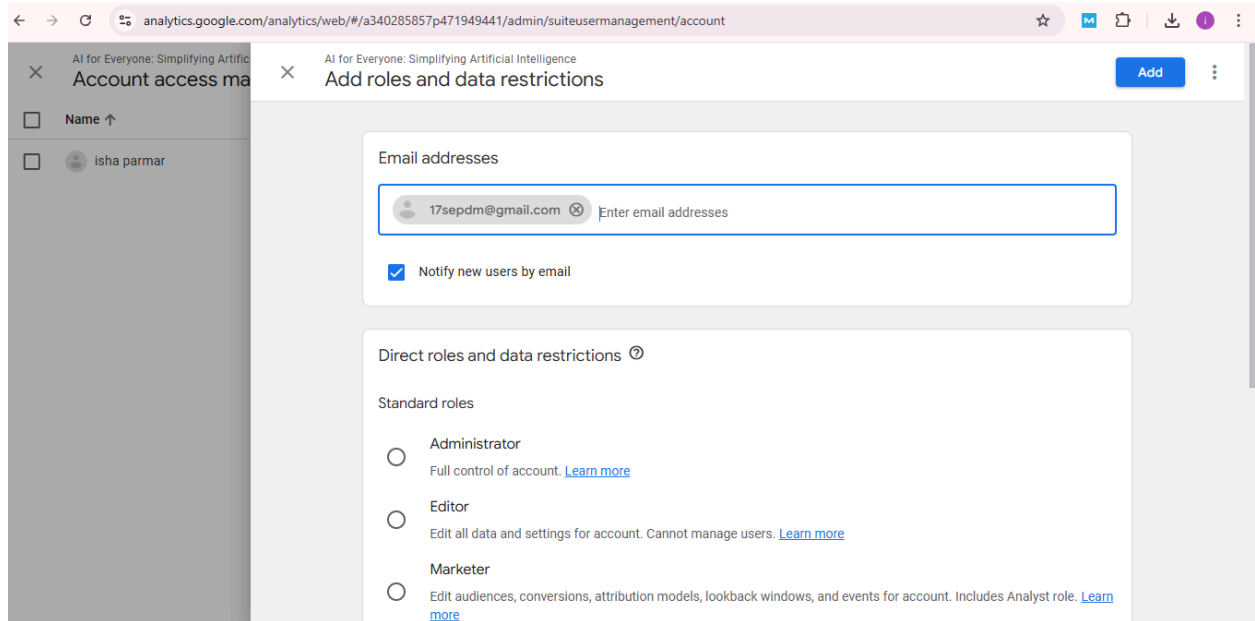
Google Analytics:



Google Tag Manager:

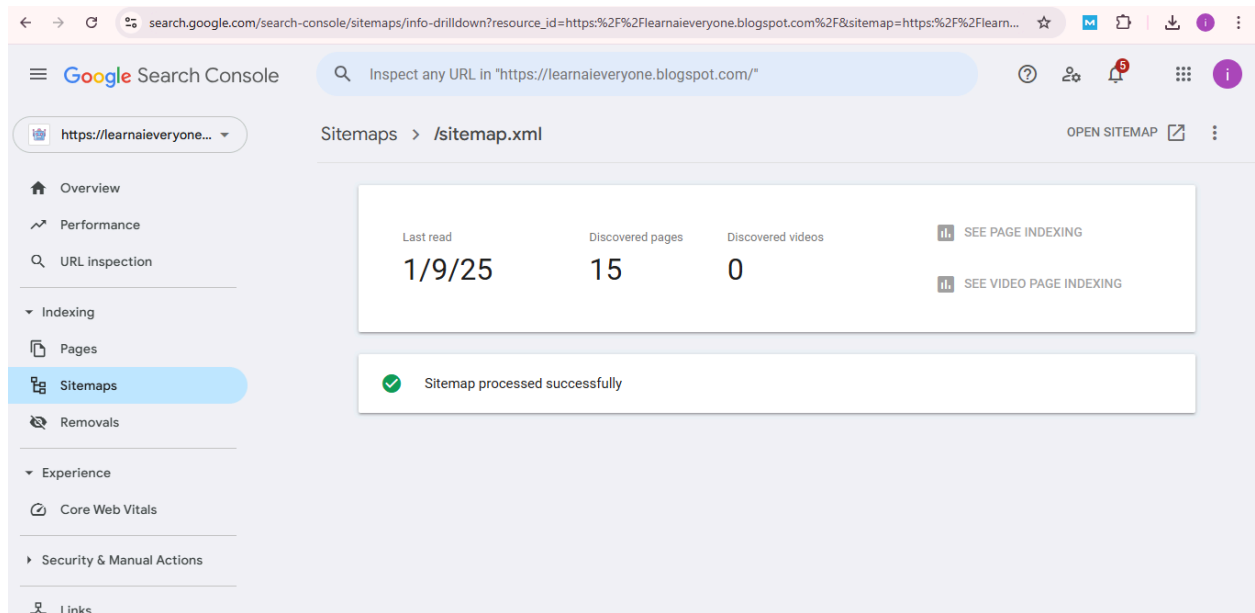


Faculty as a User:

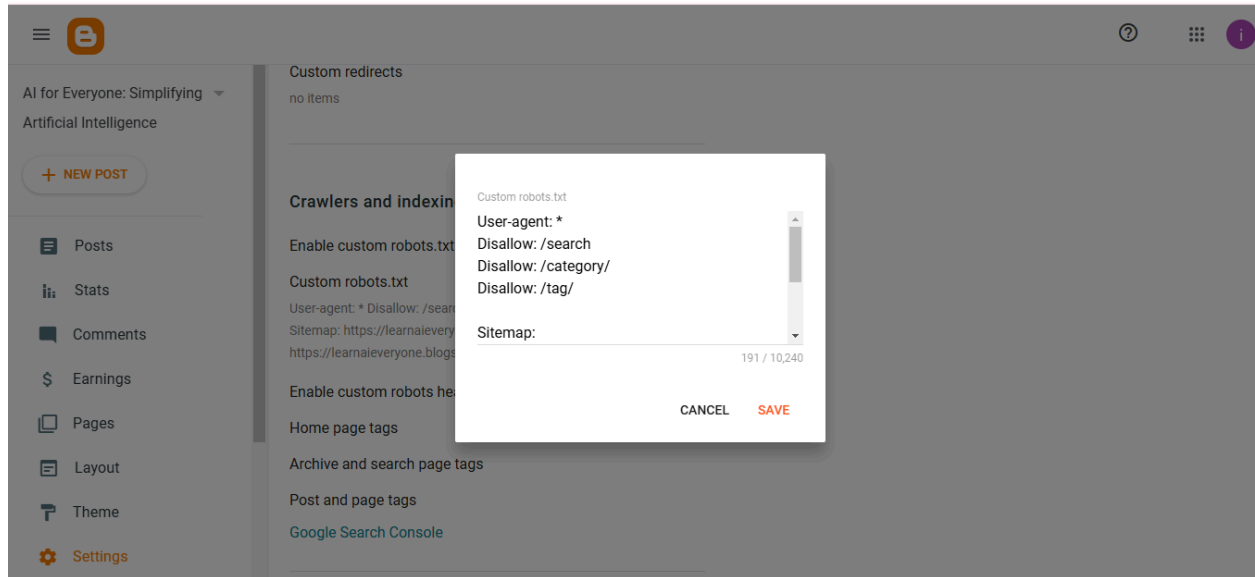


3. Submit the sitemap and robot.txt file in the search console for your website.

Sitemap:

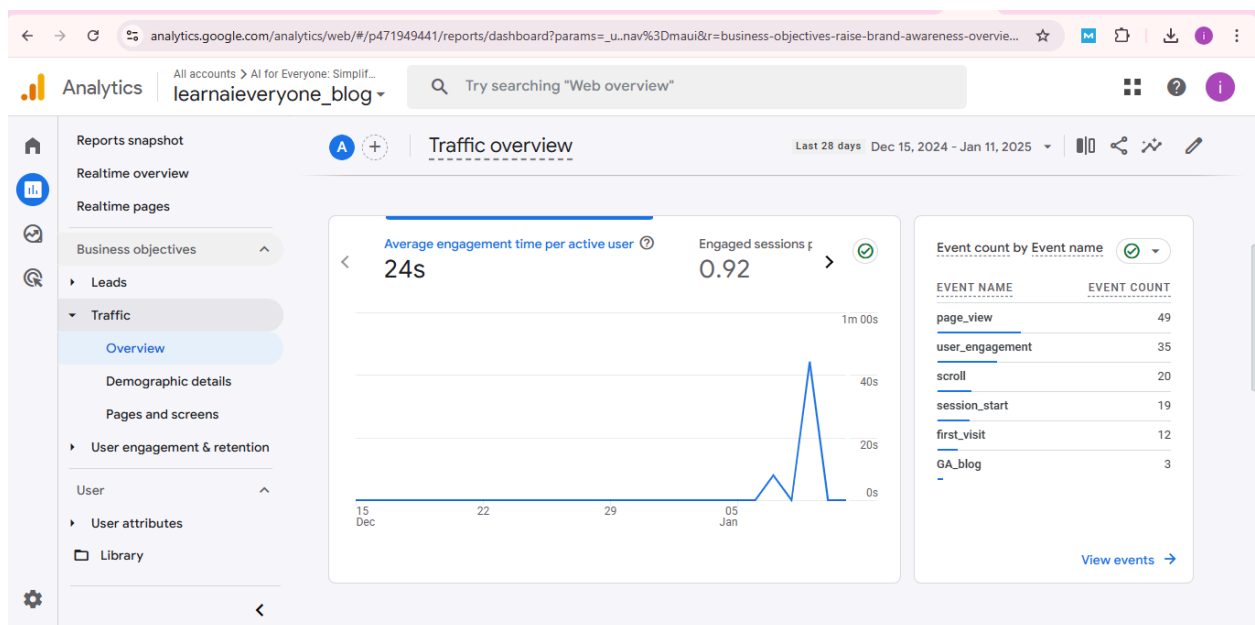


Robot.txt :

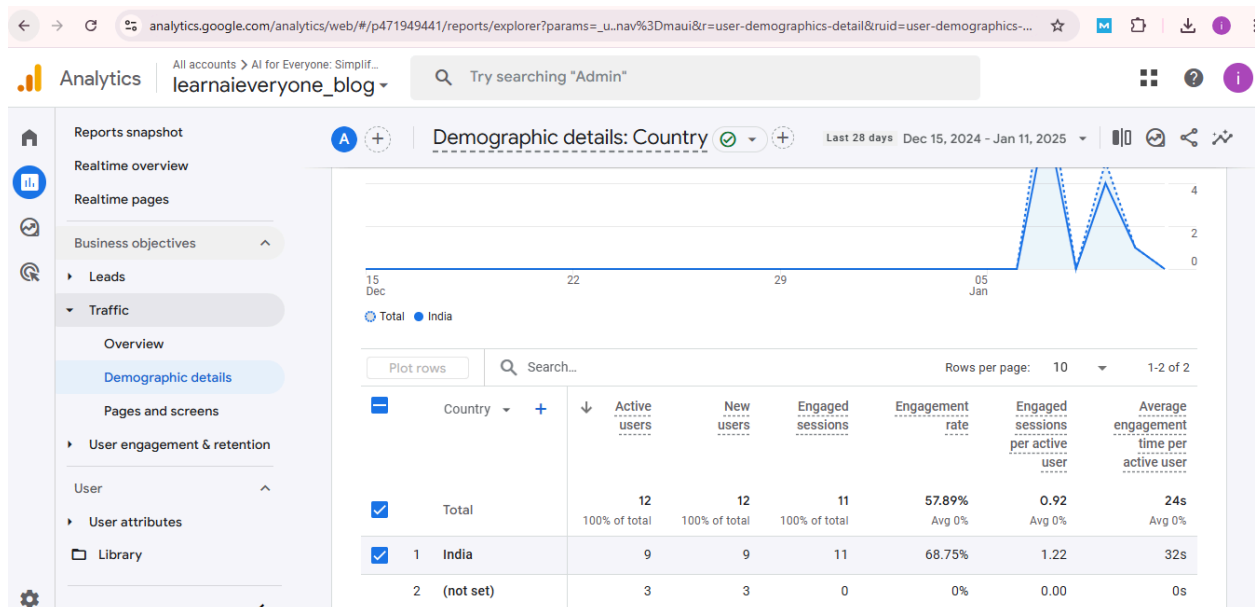
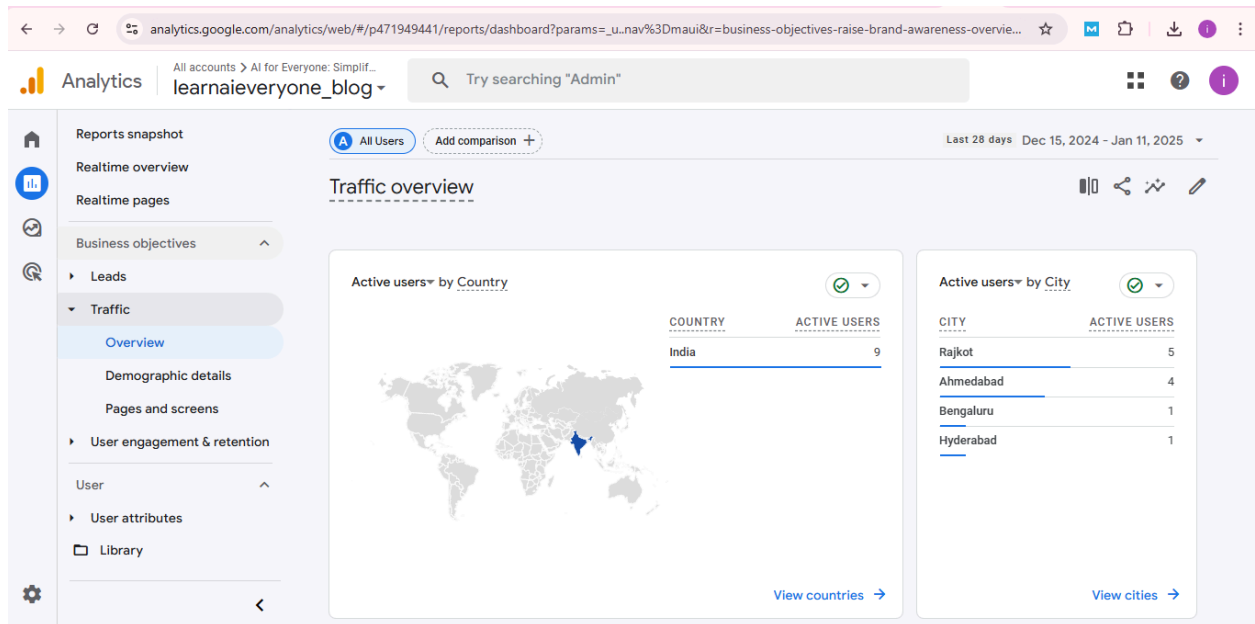


4. Submit the user flow and traffic source reports for your website.

Report Snapshots:



5. Connect your blog to Google Analytics and study the different types of traffic on your site.



5. Create a goal for your business and study reports whether it has been completed or not.

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Try searching "Admin"

Business objectives

Published to all

Life cycle

Not published

Leads overview

The Audiences report

Type	Name	Creator	Last modified	Template	Collection	Description
	Leads overview	-	-	Leads overview	Business objectives	This report shows an analysis of visitor me...
	The Audiences report	-	-	-	Business	The Audiences report

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Leads overview

The Audiences report

The User acquisition report

The Traffic acquisition report

The Landing page report

New user count, total revenue transactions

Type	Name	Creator	Last modified	Template	Collection	Description
	Leads overview	-	-	Leads overview	Business objectives	This report shows an analysis of visitor me...
	Audiences	-	-	Audiences	Business objectives, User	The Audiences report shows engagement a...
	User acquisition	-	-	User acquisition	Business objectives, Life cycle	The User acquisition report shows data for...
	Traffic acquisition	-	-	Traffic acquisition	Business objectives, Life cycle	The Traffic acquisition report shows where y...
	Landing page	-	-	Landing page	Business objectives, Life cycle	The Landing page report shows the first...
	User acquisition	-	-	User acquisition	Business objectives	New user count, total revenue transactions

6.Track the following interactions in Google tag manager for www.esellerhub.com .

